

COMPUTERIZED SYSTEMS AND METHODS FOR PERFORMING  
NEW PRODUCT INTRODUCTIONS

ABSTRACT OF THE DISCLOSURE

[0020] Computerized systems and methods for performing an electronic new product introduction project on a global basis including a planning module operable for acquiring information related to a plurality of activities and tasks associated with the project from a plurality of individuals simultaneously, storing the information related to the plurality of activities and tasks, and transferring the information related to the plurality of activities and tasks to the plurality of individuals simultaneously. The system also including a processor operable for manipulating the information related to the plurality of activities and tasks and a communications network operable for communicating the information related to the plurality of activities and tasks to and from the plurality of individuals.